

ABSTRACT

A display apparatus, which enables to display a composite image signal obtained by compositing an image signal for a side panel with an input image signal corresponding to a picture region and carry out a picture display based on PLE control, is designed to firstly detect an average brightness level of the input image signals when generating the image signal for the side panel. This sets the brightness level of the image signal for the side panel before the composition on the basis of the detection result of the average brightness level of the input image signals so as to obtain a display brightness level in which the visual brightness of the displayed side panel is substantially constant, as the result of the PLE control. Accordingly, the brightness of the side panel becomes constant, thereby alleviating a burn-in phenomenon.

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